

LEO BURNETT COMPANY, Inc.

Ad No. S-2801—NAMA Convention—Reg. No. 0000—B&W Head—9/6/72—Vending—1973 (C)

Printed in U.S.A.



## Vend-Ability improves your profits through better planning.

Vend-Ability means planning your equipment more profitably by knowing your market, allocating multiple columns to fast-moving brands, selecting subsidy brands wisely, and giving proper emphasis to the 100mm market segment.

**Let Philip Morris demonstrate what Vend-Ability can do for you.**

Stop by our Booth (800-802) during the NAMA Convention at McCormick Place in Chicago, October 18-21. We'll give you a computerized load plan tailored to your local market. It will help you program your equipment for more sales and profits.

Fill out the coupon below and bring it with you to the Convention. It tells us what you need to know to improve your profit picture—in five minutes, at the Philip Morris Booth!



### Philip Morris USA System Selling Service

100 Park Avenue, New York, N.Y. 10017  
1973 N.A.M.A. CONVENTION—Chicago, Ill./Booth 800-802

Name  Title   
Firm  Address   
City  State  Zip Code   
Area Code  Telephone No.  Area Served

Type	36 Column <input type="checkbox"/>	48 Column <input type="checkbox"/>	60 Column <input type="checkbox"/>	72 Column <input type="checkbox"/>	84 Column <input type="checkbox"/>	96 Column <input type="checkbox"/>
Equipment	23 Column <input type="checkbox"/>	27 Column <input type="checkbox"/>	30 Column <input type="checkbox"/>	36 Column <input type="checkbox"/>	42 Column <input type="checkbox"/>	48 Column <input type="checkbox"/>
Package Cost	Reg./Kg./Pb. <input type="text"/>	100mm <input type="text"/>				
Retail Selling Price	Reg./Kg./Pb. <input type="text"/>	100mm <input type="text"/>				
Source of Supply	Wholesale <input type="text"/>	Direct <input type="text"/>				



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